



WPTV

ORDER

Print Date 09/26/12

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Flight Dates 09/26/12-10/02/12

Contract / Revision 312279 /

Original Date / Revision
09/25/12 09/25/12

Advertiser Romney / Republican / Presi

Agency American Rambler Producti

Buying Contact

138 Conant Street
Beverly, MA 01915Primary Account Executive
Marta Salazar-Perren

Account Executive	Order%	Start Date	End Date
Marta Salazar-Perren	100%		

Product

Romney For President 9.26-10-2.12

Agency Com 15%

Billing Contact

138 Conant Street
Beverly, MA 01915

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # 398

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes POL POL CAND

Product Codes PL

Priority P-3

Advertiser Ref

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WFGC	%	
WFLX	%	
WPBF	%	
WPEC	%	
WPPB	%	
WPXP	%	
WTCE	%	
WTCN	%	
WTVX	%	
WXEL	%	

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
September 2012	43	\$33,171.25	\$39,025.00	0.00
October 2012	19	\$7,301.50	\$8,590.00	0.00
Totals	62	\$40,472.75	\$47,615.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
08/27/12	09/30/12	43	\$33,171.25	\$39,025.00
10/01/12	10/02/12	19	\$7,301.50	\$8,590.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
N 1	WPTV	09/26/12	09/27/12	M-F 6-7a M-F 6-7a	CM	6-7a	-- 11---	:30	2	\$1,200.00	FX	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/24/12	09/30/12	-- 11---		2		\$1,200.00		0.00					
N 2	WPTV	09/26/12	09/28/12	M-F 7-9a M-F 7-9a	CM	7-9a	-- 111--	:30	3	\$1,500.00	FX	0.00	NM	3	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/24/12	09/30/12	-- 111--		3		\$1,500.00		0.00					
N 3	WPTV	10/01/12	10/02/12		CM	7-9a	11-----	:30	2	\$500.00	P-3	0.00	NM	2	\$1,000.00



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Contract / Revision **312279** Flight Dates **09/26/12-10/02/12**

Hiatus Dates

Original Date / Revision 09/25/12/ 09/25/12

Order Sep 00:20:00

Advertiser **Romney / Republican / Pres** Product **Romney For President 9.26** Estimate # **398**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
				M-F 7-9a M-F 7-9a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	11-----					2	\$500.00		0.00			
N 4	WPTV	09/26/12	09/28/12	M-F 9-10a M-F 9-10a	CM	9-10a	--111--	:30	3	\$650.00	FX	0.00	NM	3	\$1,950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	--111--					3	\$650.00		0.00			
N 5	WPTV	10/01/12	10/02/12	M-F 9-10a M-F 9-10a	CM	9-10a	11-----	:30	2	\$550.00	P-1	0.00	NM	2	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	11-----					2	\$550.00		0.00			
N 6	WPTV	09/26/12	09/28/12	M-F 10-11a M-F 10-11a	CM	10-11a	--111--	:30	3	\$575.00	FX	0.00	NM	3	\$1,725.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	--111--					3	\$575.00		0.00			
N 7	WPTV	10/01/12	10/02/12	M-F 10-11a M-F 10-11a	CM	10-11a	11-----	:30	2	\$475.00	P-1	0.00	NM	2	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	11-----					2	\$475.00		0.00			
N 8	WPTV	09/26/12	09/28/12	M-F 12p NEWS M-F 12n-1p	CM	12-1p	--111--	:30	3	\$135.00	P-3	0.00	NM	3	\$405.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	--111--					3	\$135.00		0.00			
N 9	WPTV	10/01/12	10/02/12	M-F 12p NEWS M-F 12n-1p	CM	12-1p	11-----	:30	2	\$135.00	P-3	0.00	NM	2	\$270.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	11-----					2	\$135.00		0.00			
N 10	WPTV	09/26/12	09/28/12	M-F 1-2p M-F 1-2p	CM	1-2p	--111--	:30	3	\$125.00	P-3	0.00	NM	3	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	--111--					3	\$125.00		0.00			
N 11	WPTV	10/01/12	10/02/12	M-F 1-2p M-F 1-2p	CM	1-2p	11-----	:30	2	\$125.00	P-3	0.00	NM	2	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	11-----					2	\$125.00		0.00			
N 12	WPTV	09/26/12	09/28/12	M-F 4p-5p M-F 4p-5p	CM	4-5p	--111--	:30	3	\$275.00	P-3	0.00	NM	3	\$825.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	--111--					3	\$275.00		0.00			
N 13	WPTV	10/01/12	10/02/12	M-F 4p-5p M-F 4p-5p	CM	4-5p	11-----	:30	2	\$275.00	P-3	0.00	NM	2	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	11-----					2	\$275.00		0.00			
N 14	WPTV	10/01/12	10/02/12	M-F 5-530p M-F 5-530p	CM	5-530p	11-----	:30	2	\$585.00	P-3	0.00	NM	2	\$1,170.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	11-----					2	\$585.00		0.00			
N 15	WPTV	09/26/12	09/28/12	M-F 5-530p M-F 5-530p	CM	5-530p	--111--	:30	3	\$1,600.00	FX	0.00	NM	3	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	--111--					3	\$1,600.00		0.00			



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Contract / Revision **312279** Flight Dates **09/26/12-10/02/12**

Hiatus Dates

Original Date / Revision 09/25/12/ 09/25/12

Order Sep 00:20:00

Advertiser **Romney / Republican / Pre** Product **Romney For President 9.26** Estimate # **398**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 15	WPTV	09/26/12	09/28/12	M-F 5-530p M-F 5-530p	CM	5-530p	-- 111--	:30	3	\$1,600.00	FX	0.00	NM	3	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-- 111--					3	\$1,600.00		0.00			
N 16	WPTV	09/26/12	09/27/12	M-F 530-6p M-F 530-6p	CM	530-6p	-- 11---	:30	2	\$1,600.00	FX	0.00	NM	2	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-- 11---					2	\$1,600.00		0.00			
N 17	WPTV	10/01/12	10/01/12	M-F 530-6p M-F 530-6p	CM	530-6p	1-----	:30	1	\$500.00	P-3	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	1-----					1	\$500.00		0.00			
N 18	WPTV	09/26/12	09/27/12	M-F 6-630p M-F 6-630p	CM	6-630p	-- 11---	:30	2	\$1,800.00	FX	0.00	NM	2	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-- 11---					2	\$1,800.00		0.00			
N 19	WPTV	10/01/12	10/01/12	M-F 6-630p M-F 6-630p	CM	6-630p	1-----	:30	1	\$650.00	P-3	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	1-----					1	\$650.00		0.00			
N 20	WPTV	10/01/12	10/01/12	M-F 7-730p M-F 7-730p	CM	7-730p	M-----	:30	1	\$950.00	FX	0.00	NM	1	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	M-----					1	\$950.00		0.00			
N 21	WPTV	09/26/12	09/27/12	M-F 7-730p M-F 7-730p	CM	7-730p	-- 11---	:30	2	\$950.00	FX	0.00	NM	2	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-- 11---					2	\$950.00		0.00			
N 22	WPTV	09/26/12	09/27/12	M-F 11-1135p M-F 11-1135p	CM	11-1135p	-- 11---	:30	2	\$1,400.00	FX	0.00	NM	2	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-- 11---					2	\$1,400.00		0.00			
N 23	WPTV	10/01/12	10/02/12	M-F 11-1135p M-F 11-1135p	CM	11-1135p	11-----	:30	2	\$600.00	P-3	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	11-----					2	\$600.00		0.00			
N 24	WPTV	09/27/12	09/27/12	Thursday Prime B Thursday Prime B	CM	9-10p	---T---	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	---T---					1	\$1,000.00		0.00			
N 25	WPTV	09/29/12	09/29/12	Sa 7p News Sa 7p News	CM	7-730pm	-----S-	:30	1	\$850.00	FX	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S-					1	\$850.00		0.00			
N 26	WPTV	09/29/12	09/29/12	Sa 11-1130P Sa 11-1130p	CM	11-1130p	-----S-	:30	1	\$1,400.00	FX	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S-					1	\$1,400.00		0.00			
N 27	WPTV	09/29/12	09/29/12	Sa 1130p-1a Sa 1130p-1a	CM	1130p-1a	-----S-	:30	2	\$385.00	P-3	0.00	NM	2	\$770.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S-					2	\$385.00		0.00			



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Contract / Revision **312279** Flight Dates **09/26/12-10/02/12**

Hiatus Dates

Original Date / Revision 09/25/12/ 09/25/12

Order Sep 00:20:00

Advertiser **Romney / Republican / Pre** Product **Romney For President 9.26** Estimate # **398**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N27	WPTV	09/29/12	09/29/12	Sa 1130p-1a Sa 1130p-1a	CM	1130p-1a	-----S-	:30	2	\$385.00	P-3	0.00	NM	2	\$770.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S-					2	\$385.00		0.00			
N28	WPTV	09/30/12	09/30/12	Su 6-7a Su 6-7a	CM	6-7a	-----S	:30	1	\$100.00	P-3	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S					1	\$100.00		0.00			
N29	WPTV	09/30/12	09/30/12	Su 7-8a Su 7-8a	CM	7-8a	-----S	:30	1	\$500.00	FX	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S					1	\$500.00		0.00			
N30	WPTV	09/30/12	09/30/12	Su 8-9a Su 8-9a	CM	8-9a	-----S	:30	1	\$1,075.00	FX	0.00	NM	1	\$1,075.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S					1	\$1,075.00		0.00			
N31	WPTV	09/30/12	09/30/12	Su 9-10a Su 9-10a	CM	9-10a	-----S	:30	1	\$2,500.00	FX	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S					1	\$2,500.00		0.00			
N32	WPTV	09/30/12	09/30/12	Su 6p Su 6p	CM	6-630p	-----S	:30	1	\$850.00	FX	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S					1	\$850.00		0.00			
N33	WPTV	09/30/12	09/30/12	NFL Pregame NFL Pregame	CM	4-10p	-----S	:30	1	\$900.00	P-3	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S					1	\$900.00		0.00			
N34	WPTV	09/30/12	09/30/12	Su 1130p-1205a after NEM 1130p-12x After NFL		1130p-11:45p (11:30 PM-11:45 PM)	-----S	:30	1	\$600.00	P-3	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S					1	\$600.00		0.00			
Totals														62	\$47,615.00